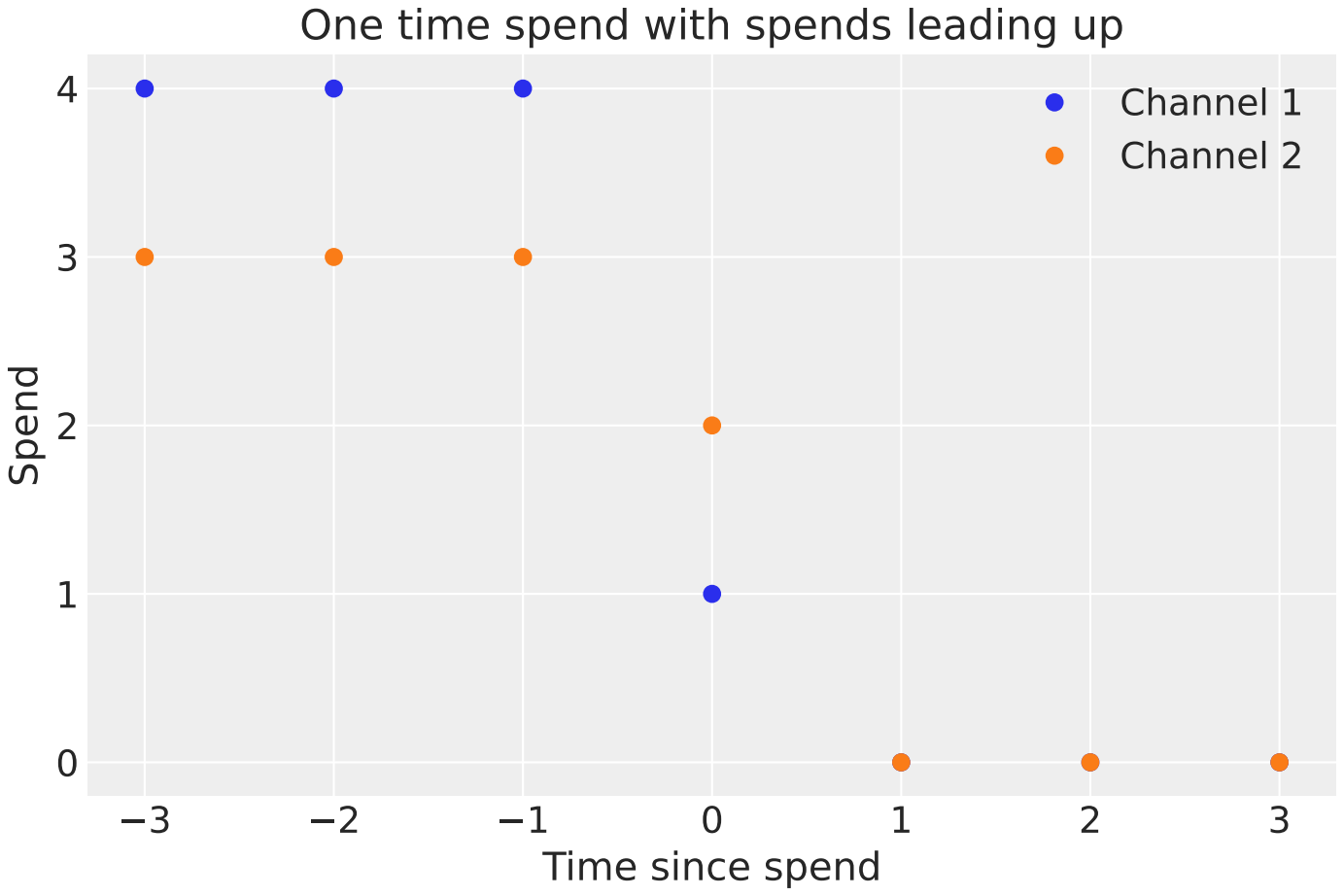
One time spend with spends leading up
Channel 1
Channel 2
Spend
Time since spend
4
3
2
1
0
−3
−2
−1
0
1
2
3